AGRICULTURAL PRODUCTIVITY GAP: THE OPPORTUNITY FOR MOBILE

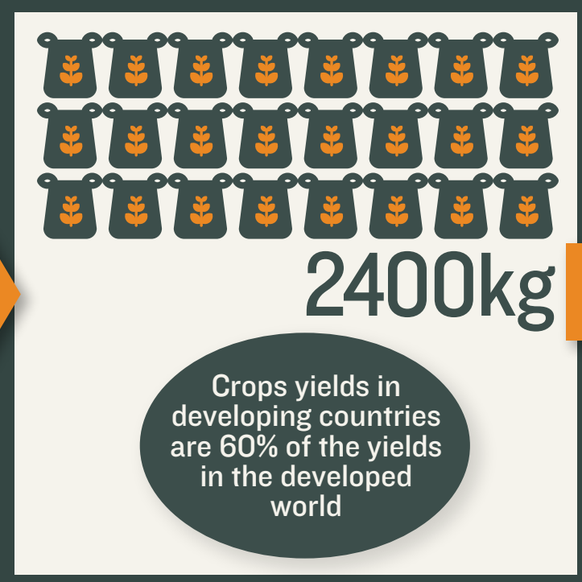
Farmers in developing countries are less productive than their peers in developed markets. One of the reasons for this is their lack of access to critical information such as weather forecasts and tips on combatting pests and diseases.



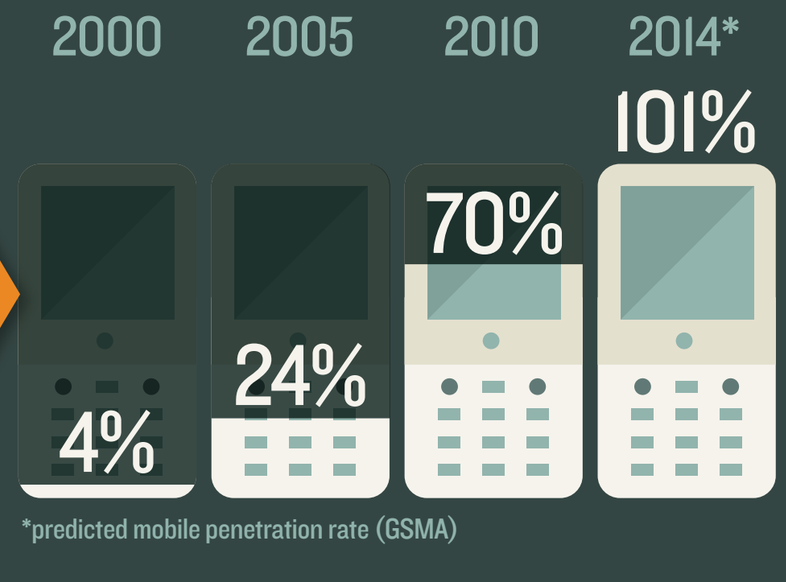
DEVELOPING WORLD (85% OF WORLD POPULATION)



LABOUR FORCE IN AGRICULTURE



PRODUCE PER HECTARE



*predicted mobile penetration rate (GSMA)

MOBILE PHONE PENETRATION

DEVELOPED WORLD (15% OF WORLD POPULATION)







THE OPPORTUNITY FOR MOBILE: CLOSING THE INFORMATION GAP

Mobile technology can bridge the information gap faced by farmers. With better access to quality and actionable information, farmers can make more informed decisions and boost their productivity and income.



Sources: GSMA, The World Bank, CIA- The World Factbook, FAOSTAT

Mobile phone penetration rate= Ratio of the total of mobile connections to the total population.
(NB. Represents penetration by connections, which can surpass 100% due to multiple SIM ownership)

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